

Governor Mitt Romney  
Lt. Governor Kerry Healey



## THE MASSACHUSETTS SMART GROWTH CONFERENCE

Friday, September 16, 2005  
8:00 am – 4:00 pm

Worcester DCU Center

Office for Commonwealth Development  
Department of Housing and Community Development  
Executive Office of Environmental Affairs  
Executive Office of Transportation  
Division of Energy Resources  
MassHousing  
Massachusetts Housing Partnership  
Community Economic Development Assistance Corporation  
MassDevelopment

**REGISTRATION DEADLINE: Wednesday, September 7, 2005**

# The Massachusetts Smart Growth Conference

Worcester DCU Center  
September 16, 2005  
8:00 am – 4:00 pm

- 8:00 Registration and Continental Breakfast
- 8:45 Welcome and Opening Remarks – **Douglas I. Foy**, Secretary, Office for Commonwealth Development
- 9:00 **Governor’s Address**
- 9:15 **Ranch Kimball**, Secretary, Executive Office of Economic Development
- 9:25 – 10:40 Smart Growth Success Stories

---

**Moderator:**  
**Douglas I. Foy**, Secretary, Office for Commonwealth Development

**Panelists:**  
**The Honorable David Hildt** – Mayor, Town of Amesbury: how downtown Amesbury has been reborn through the revitalization of underutilized buildings, the creation of new housing, the remediation of brownfields, and the preservation of open space.  
**Roger Nicholas, AICP, ASLA** – Town Planner, Town of Canton: how Canton changed its zoning to promote transit oriented development.  
**Daniel J. Fortier** – Town Planner, Town of Dennis: how Dennisport initiated a grassroots planning process and adopted zoning that provides for the creation of a classic New England village center.

---

- 10:50 – 12:00 Morning Workshops: A1 – A6
- 12:15 Luncheon
- 12:45 – 1:20 Keynote Speaker – **Dr. Theodore Landsmark**, President, Boston Architectural Center
- 1:30 – 2:50 Afternoon Workshops: B1 – B6
- 3:00 – 4:00 Smart Growth – State Agency Perspectives

### Session A-1:

#### SMART GROWTH 101

The state's redirection of development programs toward smart growth has the potential to change the face of the Commonwealth for generations. What is smart growth, and what does it mean for the variety of communities we have in Massachusetts; rural town, commuter suburb, and older city? This session will feature a discussion of the Commonwealth's Sustainable Development Principles, with examples taken from projects in development across the Commonwealth, as well as the Commonwealth Capital program which covers a number of grant and loan programs that assist communities in implementing smart growth.

#### Moderator:

**Stephen Burrington**, *Undersecretary of Commonwealth Development*

#### Speakers:

**Stephen C. Smith**, *Executive Director*

Southeastern Regional Planning and Economic Development District

**Robert P. Mitchell**, *Special Assistant for Sustainable Development*

Office for Commonwealth Development

**Toni Coyne Hall**, *Associate Deputy for Community Relations*

Department of Housing and Community Development

### Session A-2:

#### PROTECTING LAND AND CONCENTRATING GROWTH USING OPEN SPACE RESIDENTIAL DESIGN AND TRANSFER OF DEVELOPMENT RIGHTS

This session will outline two tools available to communities to protect land and concentrate growth, Open Space Residential Design and Transfer of Development Rights. Examples of their use will be provided, a planning board chair and developer will discuss their perspectives, and attendees will be provided with handouts and model bylaws.

#### Moderator:

**Andrea Cooper**, *Smart Growth Coordinator*

Coastal Zone Management/Executive Office of Environmental Affairs

#### Speakers:

**Tim Purinton**, *Planning Board*

Town of Ipswich

**Jeffrey Rhuda**, *Acquisitions Manager*

Symes Associates

**Kurt Gaertner**, *Director of Sustainable Development*

Executive Office of Environmental Affairs

### Session A-3

## SMART GROWTH FOR THE BABY BOOM GENERATION - COMMUNITY LIVING

It has been called a tidal wave, the fast approaching demographic bulge of elders represented by the baby boomers, those born between 1946 and 1964. The oldest members of this group will reach age 60 in less than three years, age 65 in less than eight years. Their aging will impact nearly every aspect of our common life: health care, transportation, service delivery, housing and quality of life.

This session will feature a discussion by Secretary Jennifer Davis Carey from the Executive Office of Elder Affairs and will focus on the housing needs of the baby boom generation. What kind of housing will be needed? Where should it be built? Where can it be built? The Secretary will share some of the examples that came out of the Governor's Aging in Place Conference, held this past May. In addition to the Secretary, speakers will include others with expertise in the field of aging and housing.

### Speaker:

**Jennifer Davis Carey**, *Secretary*  
Executive Office of Elder Affairs

### Session A-4:

## ENCOURAGING SMART GROWTH-CONSISTENT REDEVELOPMENT WITH LOCAL REGULATORY AND FINANCING TOOLS

Economic growth ensures that cities and towns remain vibrant and retain and grow their tax base. It is important for municipalities to utilize available financial and regulatory tools to encourage sustainable development practices. This session will cover state tools, including Brownfields Redevelopment Assistance, District Improvement Financing, and Urban Center Housing-Tax Increment Financing to help communities attract needed, and more sustainable, growth and encourage private investment.

### Moderator:

**David Lutes**, *Director of Brownfields and Environmental Justice*  
Executive Office of Environmental Affairs

### Speakers:

**Renee M. Fry**, *Undersecretary of Economic Development/Director of Business and Technology*  
Department of Business and Technology

**Catherine Finneran**, *Regional Planner*  
Department of Environmental Protection

**John Fitzgerald**, *Urban Development Coordinator*  
Department of Housing and Community Development

**Bill Wright**, *Chairman*, Industrial Development Commission, Town of Medway  
and *President*, RE/MAX Executive Realty

### Session A-5:

## DOWNTOWN: A PIVOTAL PIECE IN A COMMUNITY'S SMART GROWTH STRATEGY

A strong and vital downtown is a key component to a community's smart growth effort. It takes vision, changes to zoning, identifying potential uses and creating an environment to make it happen. Workshop attendees will hear from 3 communities on the process they went through to position their centers for successful smart growth development.

### Moderator:

**Emmy Hahn**, *Massachusetts Downtown Initiative Coordinator*  
Department of Housing and Community Development

### Speakers:

**Deanna Ruffer**, *Director of the Office of Community Development*  
City of Pittsfield

**Paul Niedzwiecki**, *Assistant Town Manager*  
Town of Barnstable

**Cynthia Cole**, *Director*  
Hyannis Main Street Business Improvement District

**Lisa Wong**, *Director*  
Fitchburg Redevelopment Authority

### Session A-6:

## DOES TRANSIT ORIENTED DEVELOPMENT (TOD) MAKES SENSE IN THE CURRENT REAL ESTATE MARKET?

TOD is touted for its innovative and creative mix of uses and multiple benefits, but does it always make sense? What local economic conditions, governmental support, and community buy-in are required for a TOD development? What are some local experiences?

### Moderator:

**Tad Read**, *TOD Planning Manager*  
Office for Commonwealth Development/MBTA

### Speakers:

**Pamela S. McKinney**, *Principal*  
Byrne McKinney & Associates, Inc.

**David Spillane**, *Director of Urban Planning & Design*  
Goody, Clancy & Associates (invited)

**Ted Tye**, *Managing Partner*  
National Development

### Session B-1:

#### SELLING SMART GROWTH

This panel will focus on successful strategies for winning approval of smart growth zoning changes at the local level either through town meetings or through city government. Using examples of successful attempts across the Commonwealth, panelists will discuss how to use visual, economic, and health-related rationale to secure zoning changes.

#### Moderator:

**Robert Garrity**, *Director of Governmental Affairs*  
Office for Commonwealth Development

#### Speakers:

**Robert Foster, Esq.**, *Planning Board Chairman*  
Town of Natick

**Joyce Moss**, *Economic Development Director*  
Town of Westwood

**The Honorable William Phelan**, *Mayor*  
City of Quincy

### Session B-2:

#### BUILD IT SMART - GREEN DESIGN: MAXIMIZING SITE LOCATION/DESIGN & RESOURCES

Green design of buildings use resources like energy, water, materials, and land much more efficiently than typical building practices. Also, they are designed and operated to create healthier and more productive work, learning and living environments. This session's panel will discuss real world site location and design experiences, their cost-effectiveness and the availability of the various resources to assist in completing projects.

#### Moderator:

**Robert J. Halpin**, *President/CEO*  
Merrimack Valley Economic Development Council

#### Speakers:

**Ray Johnson**, *Manager for Design and Construction*  
MassHousing

**Kimberly A. Vermeer**, *Principal*  
Urban Habitat Initiatives

**David Hall**  
Hall and Moskow Development, Newburyport

### Session B-3:

## WATER - MEETING FUTURE DEMAND

Water is a crucial resource and it is incumbent upon us to ensure that we have water of sufficient quantity and good quality for our current and future needs. This session will address those topics that relate to meeting these increased demands through proactive planning. These include water efficiency and conservation, infrastructure maintenance, water reuse and recharge, stormwater mitigation, and outdoor water use. The speakers will provide an overview of state policies and efforts, planning at the town level, and specific municipal case studies.

### Moderator:

**Vandana Rao**, *Assistant Director of Water Policy*  
Executive Office of Environmental Affairs

### Speakers:

**Kathy Baskin**, *Director of Water Policy*  
Executive Office of Environmental Affairs

**Robert Zimmerman Jr.**, *Executive Director*  
Charles River Watershed Association

**Anne Capra**, *Senior Planner*  
Pioneer Valley Planning Commission

**Scott Horsley**, *CEO*  
Horsley Witten Group

**Robert Hoffman**, *Public Works Superintendent*  
Town of Middleton

### Session B-4:

## RURAL SMART GROWTH

True smart growth is context-sensitive, varying widely depending upon the community in which it is practiced. Strategies designed for urban or suburban communities are not necessarily those that would work for rural communities. Panelists will discuss methods for rural communities to best address growth pressures and strategies to retain the rural character so important to life in Massachusetts.

### Moderator:

**Robert P. Mitchell**, *Special Assistant for Sustainable Development*  
Office for Commonwealth Development

### Speakers:

**Glenn Garber**, *Director*  
University of Massachusetts Center for Rural Massachusetts

**Larry McCormick**, *General Counsel*  
Massachusetts Division of Agricultural Resources

**Nat Karns**, *Executive Director*  
Berkshire Regional Planning Commission

## Session B-5:

### CHAPTER 40R - A SMART WAY TO GROW

Chapter 40R, The Smart Growth Zoning Act was signed into law in June of 2004. The statute offers an exciting new planning tool and cash incentives for communities that adopt zoning overlay districts that allow high density residential and mixed-use development in town centers, near transit and other suitable locations. Learn about the opportunities afforded by the statute, hear an overview of the key elements and how to adopt a district, and see how good design can enhance the attractiveness and livability of a community.

#### Moderator:

**Sarah Young**, *Deputy Director for Policy*  
Department of Housing and Community Development

#### Speakers:

**Don Schmidt**, *Principal Planner*  
Department of Housing and Community Development

**Diane Georgopoulos**, *Architect*  
MassHousing

{ Local Representative, to be determined }

## Session B-6

### LOCATION, LOCATION, LOCATION: BUILDING SMART

Building workforce housing near major transit is one of the best ways to get commuters out of their cars. Massachusetts developers are successfully developing affordable housing projects near major transit in Haverhill, New Bedford and Cambridge. Invited developers from Beacon Residential Properties and HallKeen and an architect from Mostue and Associates will discuss this emerging trend in affordable housing.

#### Moderator:

**Fred Habib**, *Deputy Director*  
Department of Housing and Community Development

#### Speakers:

**Howard Cohen**, *President*  
Beacon Residential Properties  
Walnut Street, Haverhill

**Andy Burnes**, *President/CEO*  
HallKeen  
Coffin Lofts, New Bedford

**Ross Speer**, *Architect*  
Mostue & Associates  
Trolley Square, Cambridge (invited)

**Session C-1:**

**SMART GROWTH - STATE AGENCY PERSPECTIVES**

This panel of seasoned smart growth experts will discuss important policy issues facing the state agencies as well as the newest funding sources and programs available to support smart growth development.

**Moderator:**

**Douglas I. Foy**, *Secretary*  
Office for Commonwealth Development

**Speakers:**

**John Cogliano**, *Secretary*  
Executive Office of Transportation

**Robert Culver**, *President and Chief Executive Officer*  
MassDevelopment

**Thomas Gleason**, *Executive Director*  
MassHousing

**Jane Wallis Gumble**, *Director*  
Department of Housing and Community Development

**Roger Herzog**, *Affordable Housing Manager*  
CEDAC

**Stephen Pritchard**, *Secretary*  
Executive Office of Environmental Affairs

**Clark Ziegler**, *Executive Director*  
Massachusetts Housing Partnership

## General Information and Directions

### FROM LOGAN AIRPORT (BOSTON, MA):

Take the Sumner Tunnel to Rt. 93 S, to Rt. 90 W (the Mass Turnpike West). Get off at Exit 10 (Auburn). After the tollbooth, bear left at the fork. Take Rt. 290 E. Get off at Exit 16. Take a left at the bottom of the ramp (there is a light). At the 3rd set of lights (Worcester Center Blvd.), Worcester's DCU Center (formerly Centrum Centre) is on your left. Parking garage is on your right before the set of lights.

### FROM BOSTON, MA:

Take Rt. 90 W (the Mass Turnpike West) to Exit 10 (Auburn). After the tollbooth, bear left at the fork. Take Rt. 290 E. Get off at Exit 16. Take a left at the bottom of the ramp (there is a light). At the 3rd set of lights (Worcester Center Blvd.), DCU Center is on your left. Parking garage is on your right before the set of lights.

### FROM CAPE COD:

Take Rt. 495 N. Get off at Exit 25B. Take Rt. 290 W. Get off at Exit 16. Take a right at the end of ramp. At the 3rd set of lights (Worcester Center Blvd.), DCU Center is on your left. Parking garage is on your right before the set of lights.

### FROM LOWELL/LAWRENCE/HAVERHILL, MA:

Take Rt. 495 S. Get off at Exit 25B. Take Rt. 290 W. Get off at Exit 16. Take a right at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.), DCU Center is on your left. Parking garage is on your right before the set of lights.

### FROM SPRINGFIELD AND WESTERN MASS:

Take Rt. 90 E (Mass Turnpike East) to Rt. 290 E. Get off at Exit 16. Take a left at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.), DCU Center is on your left. Parking garage is on your right before the set of lights.

Registration Instructions

REGISTRATION DEADLINE: Wednesday, September 7, 2005  
No telephone registrations will be accepted. Please photocopy and send a separate registration form for each person attending.

Enclosed is my conference registration fee of \$40  
Conference fee includes continental breakfast, lunch, and training materials.  
Total number of participants: Total amount enclosed: \$\_\_\_\_\_

Payment by check: Please make check(s) payable to MHP

Refund policy  
Refunds will not be granted to anyone who registers but fails to attend the conference or who cancels after Friday, September 9th.

Please return this registration form by mail or fax  
Mail to: MHP, 160 Federal Street, Boston, MA 02110  
Fax to: (617) 330-1919  
Call MHP at (617) 330-9944 ext. 246 for more information  
Email: govhousing@mhp.net

REGISTRATION FORM

Provide information, as it should appear on the name badge.

Name/Job Title

Organization/Company

Mailing Address

City State ZIP

Telephone Ext.

Fax

Email

SESSION REGISTRATION

Breakout workshops will run from 10:50–12:00 pm and 1:30–2:50 pm. To help us provide sufficient seating, please indicate below the breakout session you plan to attend.

MORNING SESSIONS

[10:50 am–12:00 pm]

A-1: \_\_\_\_\_ A-2: \_\_\_\_\_

A-3: \_\_\_\_\_ A-4: \_\_\_\_\_

A-5: \_\_\_\_\_ A-6: \_\_\_\_\_

AFTERNOON SESSIONS

[1:30–2:50 pm]

B-1: \_\_\_\_\_ B-2: \_\_\_\_\_

B-3: \_\_\_\_\_ B-4: \_\_\_\_\_

B-5: \_\_\_\_\_ B-6: \_\_\_\_\_

Cabinet/Agency Heads Smart Growth Forum:\_\_\_\_\_

LUNCHEON [12:15 pm]

\_\_\_\_ Yes, I will attend the luncheon. \_\_\_\_ No, I will not attend the luncheon.

# MHP

160 Federal Street  
Boston, MA 02110

